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"FOLLOWING IS A REPEAT

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SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

1. PER REFTTEL, FOLLOWING ARE MAJOR COMMERCIAL OBJECTIVES
FOR FY 74:

(A) OBJECTIVE I: EXPAND U.S. MARKET SHARE FOR COMPUTERS

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AND RELATED EQUIPMENT VIA FOLLOWING ACTIONS: (1) THROUGH
FURTHER MARKET RESEARCH, IDENTIFY TYPES OF COMPUTERS BEST
SUITED FOR LOCAL MARKET. (2) IDENTIFY PROSPECTIVE AGENTS
AND DISTRIBUTORS FOR NEW-TO-MARKET FIRMS WHILE COMMERCE

SOLICITS U.S. SUPPLIERS. (3) PROMOTE THESE LINES THROUGH ALL AVAILABLE MEANS AND MEDIA SUCH AS CONGEN, AMCHAM AND OTHER LOCAL TRADE AND ASSOCIATION NEWSLETTERS, LOCAL NEWSPAPERS AND PERIODICALS. URGE POTENTIAL BUYERS AND DISTRIBUTORS TO TRAVEL TO U.S. FAIRS AND EXHIBITIONS IN OTHER COUNTRIES. (4) WITH COMMERCE COOPERATION, PRESS FOR FORTHCOMING EXHIBITIONS, CATALOG SHOWS, VISITING BUSINESS MISSIONS AND DELEGATIONS TO FEATURE THESE LINES.

(B) OBJECTIVE II: EXPAND SALES OF U.S. PRINTING AND GRAPHIC ARTS EQUIPMENT VIA FOLLOWING ACTIONS: (1) SUPERVISE AND ANALYZE MARKET RESEARCH NOW UNDERWAY. (2) DRAW ON CONTRACTOR RESEARCH TO FIND AGENTS AND DISTRIBUTORS FOR NEW-TO-MARKET FIRMS WITH NAMES PROVIDED BY COMMERCE. (3) SEEK OUT AND SUBMIT AT LEAST TEN SUBSTANTIAL TRADE OPPORTUNITIES IN PRINTING AND GRAPHIC ARTS. (4) AND (5) SIMILAR TO I (3) AND (4) ABOVE.

(C) OBJECTIVE III: INCREASE SALES OF U.S. ELECTRONIC (1) CLOSELY SUPERVISE AND ANALYZE MARKET RESEARCH NOW UNDERWAY. (2) CONSULT LOCAL DISTRIBUTORS AND ELECTRONICS FIRMS TO IDENTIFY OPPORTUNITIES FOR EXPANDING USE OF U.S. MANUFACTURED COMPONENTS. (3) AND (4) SIMILAR TO I (3) AND (4) ABOVE.

(D) OBJECTIVE IV: EXPAND U.S. SHARE OF CONSUMER PRODUCTS MARKET VIA FOLLOWING ACTIONS: (1) IN COOPERATION WITH LOCAL AMCHAM, MOTIVATE LEADING DEPARTMENT, SPECIALTY STORES AND LOCAL AGENTS TO PROMOTE NEW-TO-MARKET CONSUMER PRODUCTS AS WELL AS EXISTING LINES IN SPECIAL AMERICAN FORTNIGHT PROGRAM. (2) UNDERTAKE SYSTEMATIC PROMOTION AMONG SELECTED LOCAL DISTRIBUTORS OF ADDITIONAL NEW-TO-MARKET CONSUMER PRODUCT LINES (BASED ON COMMERCE GUIDANCE).

(E) OBJECTIVE V: ASSIST U.S. FIRMS IN WINNING GREATER NUMBER OF MAJOR PROJECTS AND TRADE OPPORTUNITIES THROUGH-
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OUT SOUTHEAST ASIA AND THE PEOPLE'S REPUBLIC OF CHINA VIA THE FOLLOWING ACTIONS: (1) DEVELOP AND IMPLEMENT SYSTEMATIC MEANS OF RECEIVING FROM SEA POSTS AND REGIONAL EXIM AND ADB OFFICIALS EARLY WARNING ADVICE ON ALL MAJOR PROJECTS AND TRADE OPPORTUNITIES THROUGHOUT SEAL. (2) URGE ACTION ON SEA AND/OR PRC LEADS BY APPROPRIATE REGIONAL COMPANIES OFFICES QUARTERED IN HONG KONG (MORE THAN 250 U.S. REGIONAL OFFICES ARE LOCATED HERE) AND OTHER U.S. BUSINESSMEN USING HONG KONG CLEARINGHOUSE SERVICE. COMBINING "EARLY WARNING" AND LOCALLY AVAILABLE EXPERTISE CAN GIVE U.S. FIRMS SIGNIFICANT COMPETITIVE ADVANTAGES.

2. OTHER PRIORITIES: INTENSIVE PROMOTIONAL EFFORTS ON SEVERAL OTHER PRODUCT CATEGORIES WHICH ALSO DESERVE HIGH PRIORITY ATTENTION INCLUDE MACHINERY AND EQUIPMENT FOR

PACKAGING, MATERIALS HANDLING, CONSTRUCTION, AND POSSIBLE THE PLASTICS AND TESTILE INDUSTRIES, ESPECIALLY IF LOCAL COMPANIES CAN SOLVE CURRENT RAW MATERIAL SHORTAGE AND U.S. PRICES REMAIN COMPETITIVE. THUS, IF ANY OF ABOVE PRIORITIES ARE ALTERED OR IF ADDITIONAL STAFF RESOURCES BECOME AVAILABLE, APPROPRIATE ACTION PROGRAMS ON ANY OF THESE LATTER PRODUCT CATEGORIES CAN BE DEVELOPED AND IMPLEMENTED.

3. RESOURCE ALLOCATION: BALANCING AVAILABLE RESOURCES WITH AFOREMENTIONED MAJOR PRIORITIES AND GROWING VOLUME OF REGULAR BUSINESS VISITORS AND INQUIRIES NECESSITATES THE FOLLOWING WASHINGTON ASSISTANCE: (1) DISCOURAGE CATALOG SHOWS AND TRADE MISSIONS NOT CONSISTENT WITH ABOVE PRIORITIES AND/OR (2) IF (1) NOT POSSIBLE, PROVIDE NEEDED TDY ASSISTANCE FROM SINGAPORE RTDC AND/OR WASHINGTON.
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